

**AVIATION DEPARTMENT PROMOTIONAL FUND
RECOMMENDED EXPENDITURES**

Fiscal Year 2005-06

Also incorporated in the Budget Ordinance are recommendations for Aviation Department Promotional Fund expenditures totaling \$428,000 thousand dollars. As the date of the approved events/program approaches, the Aviation Department will obtain the documentation required by A.O. 7-32 from each entity for review by the Aviation Department, the County Attorney's Office prior to disbursement of funds, and in accordance to the following recommendations.

1. **The International Trade Consortium (ITC)**
 Event title: Trade Missions
 Amount recommended: \$ 200,000

The purpose of this center is to coordinate incoming and outgoing trade missions to publish an international calendar of events, and to develop a strategic plan for the Trade Mission Center.

2. **Custom/Trade/Finance Symposium**
 Event title: Eight Symposiums of the Americas
 Amount recommended: \$ 10,000

The Symposium provides an annual forum for the nations leading customs officials and business trade executives to learn the latest advances in trade talks, and transportation. It presents a forum to exchange views on how to develop strategies to enhance the growth of international trade, and to automation and modernization of customs procedure so essential for the efficient movement of goods and passengers through Miami International Airport.

3. **U.S. Africa Air Transportation Summit**
 Event title: Air Service
 Amount recommended: \$ 20,000

The Miami-Dade Aviation Department will promote new air services and trade for Miami International Airport.

4. **Airport Minority Advisory Council**
Event title: Annual Sponsorship
Amount recommended: \$ 5,000

The Airport Minority Advisory Council (AMAC) promotes the full participation of minority women-owned business in airport contracts, and promotes the employment of minorities and women in the airport industry. This organization has over 600 members, including minority and women business, airport operators, corporation, government official and other aviation entities.

5. **Miami-Dade County Days**
Event title: 2005 Dade Days in Tallahassee
Amount recommended: \$ 5,000

Miami-Dade Days provides a unique opportunity of participants, including local officials and community leaders to discuss legislative priorities with state legislators in an informal setting.

6. **Airport Council International**
Event title: Conference
Amount recommended: \$ 43,000

The Miami-Dade Aviation Department will be co-hosting numerous conferences with Airport Council International during this fiscal year. The conferences will enable Miami International Airport to promote itself to a large number of airports.

7. **Miami-Dade County Aviation Department**
Event title: Category X Airport Security Coordinators Meeting
Amount recommended: \$ 8,000

The Miami-Dade Aviation Department implemented this new program to bring, share and exchange common concerns with security coordinators from across the country.

8. **Miami-Dade County Aviation Department**
Event title: FBI Airport Security Training Conference
Amount recommended: \$ 2,000

This program had been implemented to train FBI agents in the specifics of security at major international airports as well as security personnel. It also provides the opportunity for local and federal law enforcement personnel to meet with and

discuss similar security concerns and issues with airport security personnel from throughout the country.

9. **Miami-Dade County Aviation Department**
Event title: Security and Safety Union Meetings
Amount recommended: \$ 2,000

Meetings conducted by Miami-Dade Aviation Department at MIA to promote safety and security among union workers.

10. **Miami-Dade County Aviation Department**
Event title: Miami Gallery Exhibition Program
Amount recommended: \$ 15,000

This program promotes art and cultural exhibitions to enhance the customer experience at MIA.

11. **Miami-Dade County Aviation Department/Miami-Dade County**
Event title: MDTV Promotional Spot Program (MOU)
Amount recommended: \$ 50,000

For services rendered by Miami-Dade TV Promotional Spots Program to promote Miami International Airport.

12. **Capital Improvement Program Events**
Event title: New MIA projects/inagurations
Amount recommended: \$ 30,000

On going CIP projects at Miami International Airport.

13. **Miami-Dade County Aviation Department**
Even title: Media Day
Amount recommended: \$ 5,000

This is a special event conducted by the Miami-Dade County Aviation department to gather all the local media to explain the development of the Capital Improvement Programs and how they can assist in reaching out to residents when utilizing Miami International Airport.

14. **Caribbean Central American Action Conference**
Event title: **The Miami Conference in the Caribbean**
Amount recommended: **\$ 10,000**

This conference is held every year in Miami and provides a forum for deliberation on diverse policies and business issues in the countries of the Caribbean basin. CLAA is focusing in the vote from CARICOM member-countries to name Miami as the location for the Permanent FTAA Secretariat. Miami International Airport has strong interest in securing the Secretariat in Miami to maintain its position as the US air service gateway to Latin America and the Caribbean.

15. **Miami-Dade County Aviation Department**
Event title: **Inaugural for new airlines**
Amount recommended: **\$ 10,000**

The department will be co-hosting inaugural ceremonies for new airlines servicing MIA with the respective airline.

16. **Free Trade Area of the Americas (FTAA)**
Event title: **Caribbean symposium**
Amount recommended: **\$ 10,000**

The FTAA Caribbean Symposium will promote Miami-Dade County as the viable candidate for the future Headquarters.

17. **Miami-Dade County Aviation Department**
Event title: **Annual MDAD Health and Safety Fair**
Amount recommended: **\$ 3,000**

This event is for Miami Dade Aviation Department to promote safety and awareness for employees, property and our business partners.

In summary, these events will provide Miami-Dade County's Aviation Department an excellent opportunity to showcase and promote Miami International Airport and its General Aviation Airports. All promotional funds recipients will be required to comply with the requirements of Administrative Order 7-32 governing the expenditure of Miami-Dade County Aviation Department promotional funds, and with the Federal Aviation Administration's guidelines.